

Why Woman Thing Music? Because there are voices that need to be heard.

VIRGINIA SLIMS Club

Dear Smoker,

The Virginia Slims Woman Thing Music program was created to help emerging female artists launch their singing careers in a **supportive** environment. That's why we're supporting the launch of the singing career of our featured performer for Spring 1997, Martha Byrne, with a 6-song CD as well as on a national tour that includes New York, Baltimore, Charlotte, Atlanta, Birmingham, St. Louis, New Orleans, Dallas, Detroit & Chicago. Sound exciting? We think so!

As a Virginia Slims Club member, you can get a preview copy of the first Woman Thing Music CD, featuring Daytime Emmy winner Martha Byrne. And it's yours **FREE**, if you're one of the first 240,000 to call 1-800-968-7702 between 8:00 AM EST, April 19 and 12 midnight EST, April 20.

And since nothing goes better with cool music than a great smoke, we've included some coupons for chart-topping savings on cartons and packs of Virginia Slims – the cigarette made for women **and taking a lead in music by women and for women.**

Sincerely,

Wendy Marin

Listen Up!

CALL 1-800-968-7702
between 8:00 AM EST, April 19
and 12 midnight EST, April 20.

A free Woman Thing Music CD
will be sent to the first 240,000
callers.

To remind
yourself to
call, clip out
this note
and hang
at ear
level.

\$1.00
off 4 packs
or 1 carton



\$2.00
off carton



CALLING GUIDE

Here's how to get your **FREE** Woman Thing Music CD:



1. Call 1-800-968-7702 between 8:00 AM EST, April 19 and 12 midnight EST, April 20 using only a touch-tone phone.

2. An automated answering system will direct you to punch in your personal code number using your touch-tone phone which is...

9999 9999 9999 9999

3. If you're one of the first 240,000 callers your **FREE** CD will be mailed to you.



Offer limited to smokers 21 years of age or older. Phone lines open April 19, 1997, at 8:00 AM EST, and close at 12 midnight EST, April 20, 1997. Quantities are limited to the first 240,000 callers. Limit one CD per person. No purchase necessary. Offer void where prohibited. Offer is nontransferable.

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